

# The bookshop of the future in the heart of Milan

Combining art and modernity, Intel® technology-based tablets, video walls, and mini PCs transform Galleria Rizzoli into a cutting-edge retail environment



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*Laura Donnini,  
CEO,  
RCS Libri,  
RCS Media Group's books division*

Instead of seeing technology as a threat, one of Milan's most famous bookshops has embraced the opportunity to enhance its traditional book-selling business and evolve its services to customers. Working with Intel, Galleria Rizzoli has deployed a variety of technologies that complement the design of its unique retail space, improve the shopping experience for customers, and maximize the skills and expertise of staff. The result is increased foot traffic, improved sales, and a thriving business model for bricks-and-mortar booksellers.

## Challenge

- **Prepare for the future.** Galleria Rizzoli wanted to create a bookshop that could face the future with confidence by embracing the digital revolution and complementing traditional bookselling with new technologies
- **Expand service offerings.** To differentiate itself, Galleria Rizzoli wanted to deploy technologies that would add value by enriching both the customers' and the booksellers' experience
- **Emphasize the bookshop.** Galleria Rizzoli wanted to embrace modern technologies without losing sight of the traditional role of the store as a cultural center and home for both booklovers and browsers

## Solution

- **Tablets on every floor.** Galleria Rizzoli deployed Acer\* tablets powered by Intel® Atom™ processors Z3745 throughout the store, giving customers easy access to the full catalog and the location of their chosen books
- **Multimedia workspace.** Mini PCs powered by 4th generation Intel® Core™ i3 and Intel® Core™ i5 processors, were installed to help booksellers manage the warehouse
- **Video walls.** To provide customers with in-store information and news as well as store layout and book location, Galleria Rizzoli installed video walls managed by servers powered by the Intel® Xeon® processor E5 2620 v2 product family
- **Kids' zone.** Galleria Rizzoli created a dedicated space where educational, shock-resistant MyMaga\* tablets, featuring Intel Atom processors Z2520, allow children to learn and play in the store

## Impact

- **Customer satisfaction.** The traditional setting of the bookshop has been enriched with technology, helping to enhance the customer experience and deliver improved foot traffic and sales
- **Tradition combined with technology.** Galleria Rizzoli combines the traditional bookshop environment with the latest technologies to create a future-facing, welcoming, and engaging retail environment

## The future of bookselling

In the heart of Milan's storied Galleria Vittorio Emanuele, the Galleria Rizzoli is a true icon of Italian and international culture, a landmark for the city, and a home for booklovers and browsers alike. Established to enable the discovery of literature of all kinds and to offer readers and customers a unique experience in an elegant and welcoming environment, Galleria Rizzoli – now owned by RCS Media Group – has seen plenty of cultural trends come and go.

One of the most significant changes to the book world since Galleria Rizzoli first opened its doors in 1949 is the technological evolution of the

last 30 years. The Internet has opened up access to all kinds of information to more people than ever before. The advent of the e-book and the portable devices on which to read them has caused some industry watchers to predict the demise of printed books and the disappearance of the publishing industry.

However, RCS chose not to subscribe to this vision of the future. Instead of seeing technology as a threat, it opted instead to focus on the opportunities technology presents. Its vision for Galleria Rizzoli included intelligently managed and appropriately structured technology that could work in tandem with the bookshop and enhance the customer's experience.



The company turned to Intel to help demonstrate that a bookshop is more than just a place to purchase the latest novel and to prove that it can remain the cultural center and information exchange it has always been.

### Tradition and technology

Working closely with Intel, Galleria Rizzoli developed a vision of the bookshop that used technologies and solutions at numerous points throughout the store. Galleria Rizzoli has installed multimedia video walls on each floor, which provide details on book rankings and best sellers by category, news on authors and forthcoming titles, and in-store information to help customers make the most of the huge book selection available.

The video walls are managed by two servers powered by the Intel Xeon processor E5 v2 family. The servers are also used for data management and data storage to support the bookshop's management activities. The extremely compact server network saves valuable space in the store, reduces overall energy consumption, and helps keep Galleria Rizzoli's investment costs low.

Galleria Rizzoli has also installed seven mini PCs attached to the back of flat-screen monitors at customer information desks and points of sale across the store's three floors. Powered by 4th generation Intel Core i5 and Intel Core i3 processors, the mini PCs free up valuable working space while giving staff the necessary levels of computational power to support high-resolution graphic interfaces, digital advertising and multimedia features.

### Tablets in store

In addition, Galleria Rizzoli has deployed ten Acer Iconia Tab 8\* tablet computers through-

out the store to help customers browse the huge catalog and then locate their selection in the shop's extensive retail space. The tablets are intuitive and comfortable for customers to use. Powered by Intel Atom processors, they offer a high level of performance without compromising battery life, making them the ideal fit for a busy retail environment.

On the first floor, Galleria Rizzoli has also created a space dedicated to children and their families. Here robust, shock-resistant MyMaga FLUX\* and FLUXmini\* tablets are available featuring Intel Atom processors Z2520. The tablets have the Intel® Education Software suite pre-installed to help children of all ages acquire the right skills for the 21st century: communication, collaboration, problem solving, critical thinking and digital literacy. In addition, the children's section offers science kits with magnifying glasses to pair with a camera and temperature sensors, to allow children to experiment while learning.

### The bookshop in your pocket

Galleria Rizzoli has also extended the integration of technology and bookshop by developing its BOOKtoBOOK\* app, which is available on Google Play\* for Android\* and App Store\* for iOS\*. The app keeps customers up to date about news, bestsellers and booksellers' charts, as well as tips for purchases and upcoming publications. The app offers users a virtual walk among the shelves and, like the in-store tablets, helps them identify the location of the books they want.

### Looking to the future

The collaboration between RCS and Intel has led to the development of a modern technology ecosystem where digital solutions perfectly complement the Galleria Rizzoli's tradition of bookselling without replacing it. The store remains open and welcoming, offering a comfortable but modern environment for Milan's booklovers and their international guests. The new technology also enables staff to make the most of their skills and experience, giving them an efficient working environment that allows them to share their passion for literature with their customers.

### Spotlight on Galleria Rizzoli

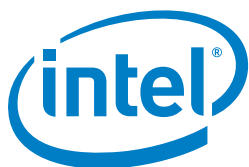
Galleria Rizzoli is owned by RCS, one of the leading international multimedia publishing houses. The company is active in all areas of publishing, from newspapers, magazines and books to television, radio and new media. The company is also among the top operators in advertising and distribution in Italy, Spain, Portugal, the U.S., Latin America, China and the UAE.

The entire technological refurbishment of the Galleria Rizzoli took four months to complete. In the first four weeks after reopening, the store's tills recorded an increase in sales of 40 percent over the same period the year before. In addition, Galleria Rizzoli recorded approximately 70,000 visitors in the first month after the store re-opened.

With the infrastructure in place, the Galleria Rizzoli is now ideally placed to take advantage of new technologies as they come to market, ensuring the store remains relevant and engaged with the changing expectations of its customers.

"The new Galleria Rizzoli was designed and built to be a space that is as flexible and comfortable as possible and able to host events, exhibitions, and conversations. Flexibility means we have the potential to change in an instant, and are able to play with space and open the bookstore to the outside. Our goal is to build a strong bond with the community. Physical flexibility is the key to the plan for the new store - and that's what online retailers can never offer," says Laura Donnini, CEO of RCS Libri, RCS Media Group's books division.

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